



PATENT

IBM/33B

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Brian John Cragun et al.

Art Unit: 2764

Serial No.: 09/O04,034

Examiner: Robert A. Weinhardt

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Atty. Docket No.: IBM/33B

For: AUTOMATIC SALES PROMOTION SELECTION SYSTEM AND METHOD

AMENDMENT AND RESPONSE

Assistant Commissioner for Patents  
Washington, DC 20231

Sir:

In reply to the Office Action dated October 6, 1999, the following amendments and remarks are provided:

Amendments

In the Claims

Please amend claims 1, 9, 17, and 23 as follows:

- 1 1. (Once Amended) An automated sales promotion selection system comprising:
- 2 an input device that receives customer data relating to purchases of items
- 3 by customers;
- 4 a computer system including a central processing unit and a storage unit
- 5 including a purchase advisor neural network and a plurality of item identifiers that
- 6 identify items available for purchase, wherein the purchase advisor neural network
- 7 responds to customer data received from the input device by determining if one or
- 8 more of the item identifiers stored in the storage unit corresponds to an item likely
- 9 to be purchased by one of the customers and identifies a sales promotion relating
- 10 to the item, and wherein the central processing unit selectively adapts the response
- 11 of the purchase advisor neural network for future customers in response to
- 12 customer data; and
- 13 an output device that receives the item identifiers of the likely purchases
- 14 determined by the purchase advisor neural network.

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01 FC:103  
02 FC:102

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Page 1 of 9  
Serial No. 09/O04,034  
IBM Docket RO994-018B  
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Amendment and Response  
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